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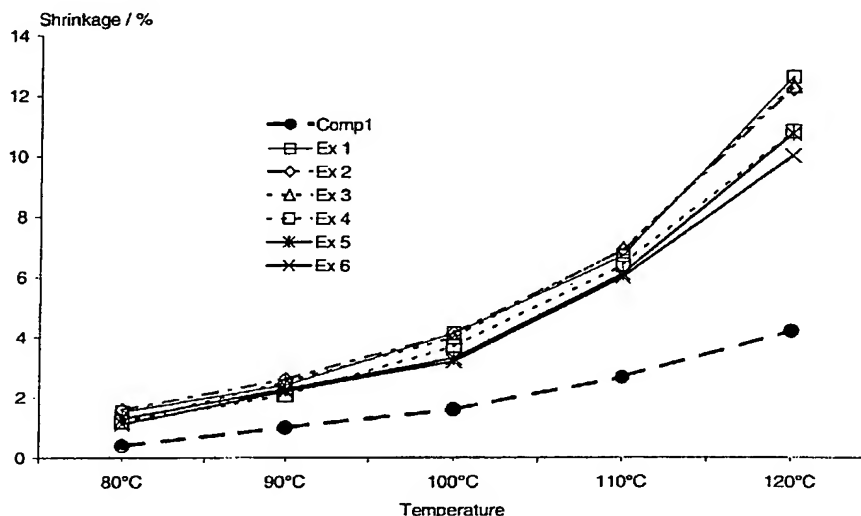
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- (71) Applicant (for all designated States except US): **UCB, S.A.**
[BE/BE]; Allée de la Recherche, 60, B-1070 Brussels (BE).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **MILLS, Peter** [GB/GB]; Station Road, Wigton, Cumbria CA7 9BG (GB). **McEWEN, Alasdair** [GB/GB]; Station Road, Wigton, Cumbria CA7 9BG (GB). **TAYLOR, Mike** [GB/GB]; Station Road, Wigton, Cumbria CA7 9BG (GB).
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(54) Title: POLYMERIC FILM

(% Shrinkage MD) – Table 7



(57) **Abstract:** There is described a biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either an ethylenic polymer component (preferably 0.2% to 8% by weight of core layer) or a styrenic polymer component (preferably 0.2% to 25% by weight of core layer). The films have a dynamic loss modulus (E''), at 3 Hz and 25°C, of 28 to 136 MPa (TD) and/or 73 to 135 MPa (MD) as well as a dynamic storage modulus (E'), at 3 Hz and 25°C, of 630 to 2800 MPa (TD) and/or 1300 to 3000 MPa (MD). These films are suitable for use as a label facestock with improved conformability for example to provide improved labels for squeezable containers.

ATTACHMENT D

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